



Ocracoke Civic & Business Assn., Inc.

Draft minutes: Monday, December 11, 2017. 8:30 a.m.

Gaffers Sports Pub

Called to order 8:38 a.m.

Board members attending: Rudy Austin, Wayne Clark, Melinda Sutton, Martha Garrish, John Giagu, Sharon Brodisch, Chip Stevens, Connie Leinbach, Helena Stevens as travel & tourism director, and Kathryn Waldrop as administrative assistant. Absent: Justin LeBlanc and Ashley Harrell.

Minutes: The minutes of the November 15 board meeting were approved. A **Motion** for approval by Wayne seconded by John.

Christmas decorations: To be finished December 11. Storage lease ends December of 2018. The OCBA has not paid for any trees in the last two years. Shed needs racks to hold decorations and can also be used for storage to hold brochures. John to help with storage in shed. Christmas wreaths and garland that are displayed around the island cost \$453 total. Chip to take on buying and researching fake garland/Christmas lights for next year.

OWWA ATM: OWWA would like their ATM moved to the little visitor center at community square. Rudy will research associated needs and costs for discussion and decision at next meeting.

Treasurers Report:

Checking account - \$38,989

Cd in reserve - \$34,197

The budget from occupancy tax was \$77,400 and we have drawn \$50,000.

Occupancy Tax spent on Fireworks \$23,000. Total 2017/18 Occupancy Tax Budget \$100,400

Advertising carry over from 2016/17 Occupancy Tax \$23,500.

Cash equity was spent on the implementation of the advertising program in the amount of \$30,000 for the through October 2017.

An additional \$45,000 is to be used with Element until July of 2018 a total of \$75,000 spent on advertising in the 2017/18 year. These funds are the result of implementing the Planned Program as provided by Element.

BPJ expected to generate \$15,000, still receiving payments from advertising.

Line item transfer to cover cost of Chris Cavanaugh \$300 and fee for Visit NC conference \$670. Helena and one other board member to attend Visit NC conference. **Motion** to move money

made by Martha seconded by John. Invoice from Historic Albemarle tour was sent, decision on whether or not to be in it tabled until next meeting.

Travel & Tourism Director: Walking Map to cost estimate is approximately \$27,800 to include design, printing, coordination, and distribution. The distribution to be done by Coastal Impression across the state to welcome and visitor centers. Also, contract with Dare distribution to distribute to hotels up the beach. Money received from membership dues is \$14,850, walking map is \$12,525, website links and banners is \$9,966.

Business contributors will also be civic members and will not have to pay the additional \$25 fee. Courtesy members in growthzone to include: churches, medical center, fire department, and post office. They will be given access to log in and update their information. OCBA will not offer Terms of payment however; contributors can pay with a credit card. One member will pay their remaining balance of \$125 at a later date.

Events: Discussion of an event held around April 21st near the Portsmouth island reunion. Possibility of having a duck decoy event with food and vendors. Events committee to plan something, further discussion at next meeting. There is a need for an event the week or two before Thanksgiving. The board would like to poll members and get opinions on whether or not this is feasible.

Meeting adjourned 10:34 am